

# SMALL BUSINESS

## Marketing Checklist

Small business marketing in a digital world requires a strategic and targeted approach. Check these important tasks off your list to market your business online:

- ☐ Define your target audience: Knowing your audience allows you to resonate with them. Who is your ideal customer? Who will most likely buy your products?
- ☐ Create a professional website: Your website is often the first point of contact for potential customers so make sure it reflects your brand and provides essential info. A mobile responsive website is a plus!
- ☐ Optimize for Search Engines (SEO): To improve your website's visibility on Google, use relevant keywords and high-quality content so your brand will be seen when potential customers search for products. Check your website
- ☐ Social Media: Create business pages that align with your target audience, create and share engaging posts at a consistent pace, and use advertising to reach specific demographics.
- ☐ Create an Online Review Survey: Encourage satisfied customers to leave reviews and respond to both positive and negative reviews professionally and promptly.
- ☐ Implement Analytics: Use your website to track traffic, use your social media posts to track engagement, and analyze the data to determine the success of your campaigns. What is working and what is not working?



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